



## Legislation Details (With Text)

<b>File #:</b>	37559	<b>Version:</b>	1	<b>Name:</b>	Authorizing a one year service contract for sports marketing services, between the City and the Madison Area Sports Commission.
<b>Type:</b>	Resolution	<b>Status:</b>	Passed		
<b>File created:</b>	3/5/2015	<b>In control:</b>	BOARD OF ESTIMATES (ended 4/2017)		
<b>On agenda:</b>	3/31/2015	<b>Final action:</b>	3/31/2015		
<b>Enactment date:</b>	4/1/2015	<b>Enactment #:</b>	RES-15-00277		
<b>Title:</b>	Authorizing a one year service contract for sports marketing services, between the City and the Madison Area Sports Commission.				
<b>Sponsors:</b>	Mark Clear, John Strasser				
<b>Indexes:</b>					
<b>Code sections:</b>					
<b>Attachments:</b>	1. SportsCommissionContract.pdf				

Date	Ver.	Action By	Action	Result
3/31/2015	1	COMMON COUNCIL	Adopt	Pass
3/23/2015	1	BOARD OF ESTIMATES (ended 4/2017)	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
3/17/2015	1	COMMON COUNCIL	Referred	
3/5/2015	1	MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD	Referred for Introduction	

### Fiscal Note

The 2015 adopted operating budget for the Room Tax Fund includes a \$100,000 appropriation to the Madison Area Sports Commission (MASC). This resolution authorizes a contract with MASC for services. The contract requires that MASC provide semi-annual financial reports and annual audited financial statements. At least annually, the contract requires MASC to provide a report on results and activities. Payment to MASC will be made on April 1 and September 1.

### Title

Authorizing a one year service contract for sports marketing services, between the City and the Madison Area Sports Commission.

### Body

WHEREAS, the Madison Area Sports Commission (MASC) provides sports marketing services and seeks to attract new sports destination business, visitors, events and trade shows to the greater Madison area; and

WHEREAS, the City, through the Monona Terrace Community and Convention Center has contracted to support these efforts for a period of one calendar year;

WHEREAS, the City, through the Monona Terrace Community and Convention Center, desires to engage MASC to promote Madison as a destination for sports events and sports related travel; and

WHEREAS, the revenue funding for the contract comes from the room tax on the furnishing of rooms or lodging and state law generally requires that such room tax revenues be earmarked for tourism promotion and development, and

WHEREAS, the proposed contract establishes destination sports program goals, along with sales and marketing goals to generate events for the Greater Madison Area, and

WHEREAS the term of the proposed contract is one year commencing January 1, 2015, and

NOW THEREFORE BE IT RESOLVED, that the Common Council hereby authorizes the Mayor and Clerk to sign on behalf of the City of Madison, a one year contract with the Madison Area Sports Commission for sports marketing services, as described above.